

# Attachment B



## City of Phoenix PLANNING AND DEVELOPMENT DEPARTMENT

### Staff Report Z-69-18-7 December 28, 2018

**Estrella [Village Planning Committee](#)** January 15, 2019  
**Meeting Date:**

**[Planning Commission](#) Hearing Date:** February 7, 2019

**Request From:** S-1 (Ranch or Farm Residence)  
(102.44 acres)  
RE-43 (One-Family Residence) (0.85 acres)

**Request To:** R1-8 (Single-Family Residence)  
(103.29 acres)

**Proposed Use:** Single-family residential subdivision

**Location:** Southwest corner of 103rd Avenue  
and Broadway Road

**Owner:** MHale Family, LLP

**Applicant:** Richard Jellies, The Lead Group,  
LLC

**Representative:** Jorge Villasenor, EPS Group, Inc.

**Staff Recommendation:** Approval, subject to stipulations

<u>General Plan Conformity</u>			
<u>General Plan Land Use Map Designation</u>		Residential 2 to 3.5 dwelling units per acre	
<u>Street Map Classification</u>	103rd Avenue	Local	0-foot west half street
	107th Avenue	Not Designated	Maricopa County Right-of-Way
	Broadway Road	Arterial	33-foot half street
<b><i>CELEBRATE OUR DIVERSE COMMUNITIES AND NEIGHBORHOODS CORE VALUE; CERTAINTY AND CHARACTER; DESIGN PRINCIPLE: Protect and enhance the character of each neighborhood and its various housing lifestyles through new development that is compatible in scale, design, and appearance.</i></b>			

The proposal promotes the expansion of single-family residential land uses in the area. Further, the proposed development is consistent with the scale, design, and density which has been approved in the surrounding area.

***CELEBRATE OUR DIVERSE COMMUNITIES AND NEIGHBORHOODS; HEALTHY NEIGHBORHOODS; DESIGN PRINCIPLE: Establish design standards and guidelines for parking lots and structures, setbacks and build-to lines, blank wall space, and other elements affecting pedestrians, to encourage pedestrian activity and identify options for providing pedestrian-oriented design in different types of development.***

The proposal, as stipulated, will provide detached sidewalks and shade trees throughout the development to encourage pedestrian activity in the area.

***BUILD THE SUSTAINABLE DESERT CITY; TREE & SHADE; DESIGN PRINCIPLE: Integrate trees and shade into the design of new development and redevelopment projects throughout phoenix.***

The proposal, as stipulated, will provide tree-shaded sidewalks which will help to increase pedestrian activity and reduce the urban heat island effect.

#### **Applicable Plans, Overlays, and Initiatives**

**[Tree and Shade Master Plan](#)**

See Background Item No. 7 below.

**[Estrella Village Arterial Street Landscape Program](#)**

See Background Item No. 8 below.

**[Reimagine Phoenix](#)**

See Background Item No. 9 below.

**[Complete Streets Guidelines](#)**

See Background Item No. 10 below.

<b>Surrounding Land Uses/Zoning</b>		
	<b><u>Land Use</u></b>	<b><u>Zoning</u></b>
<b>On Site</b>	Agricultural Land	S-1
<b>North</b>	Single-family residential, SRP Substation	R1-6 PCD, County RU-43
<b>South</b>	Vacant Land, Undeveloped	R1-10 and S-1
<b>East</b>	Single-family residential, School	R1-6
<b>North West</b>	Agricultural Land	S-1
<b>West (across 107<sup>th</sup> Avenue)</b>	Vacant Land	City of Avondale PAD

<b>R1-8 Single-family (Planned Residential Development Option)</b>		
<b><u>Standards</u></b>	<b><u>Requirements</u></b>	<b><u>Provisions on the Proposed Site Plan</u></b>
Gross Acreage	-	103.29 Acres
Total Number of Units	461-563 maximum	433
Density (Units/Gross Acre)	4.5; 5.5 with bonus maximum	4.23
Minimum Lot Width	45 Feet minimum	45 feet and 55 feet
Perimeter Building Setback	Street (front, rear or side): 15 feet (in addition to landscape setback);  Property line (rear): 15 feet (1-story), 20 feet (2-story);  Property line (side): 10 feet (1-story), 15 feet (2-story)	Determined at time of final plans
Perimeter Landscape Setback	15 feet average, 10 feet minimum	Met
Subject to Single Family Design Review	Yes	Yes
Common Areas	5% of gross minimum	21.3% gross

*\*if variance required*

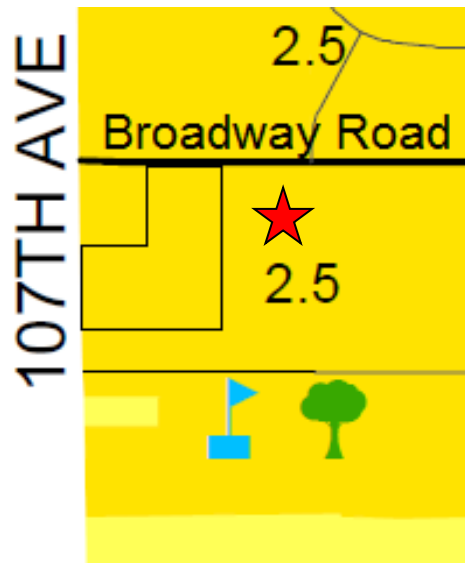
## Background/Issues/Analysis

### SUBJECT SITE

1. This request is to rezone approximately 102.44 acres located at the southwest corner of 103rd Avenue and Broadway Road from S-1 (Ranch or Farm Residence) to R1-8 (Single-Family Residence District).

2. The subject site is designated Residential 2 to 3.5 dwelling units per acre on the General Plan Land Use Map. The surrounding properties also share this Land Use Map designation.

The request does not conform to the 2 to 3.5 dwelling unit per acre General Plan Land Use Map designation. However, the requested zoning district is consistent with the traditional lot housing type. Residential zoning requests that do not change from one type of residential product to another do not require a General Plan Amendment.



- 1 to 2 du/acre - Large Lot
- 2 to 3.5 du/acre - Traditional Lot

Source: City of Phoenix Planning and Development Department

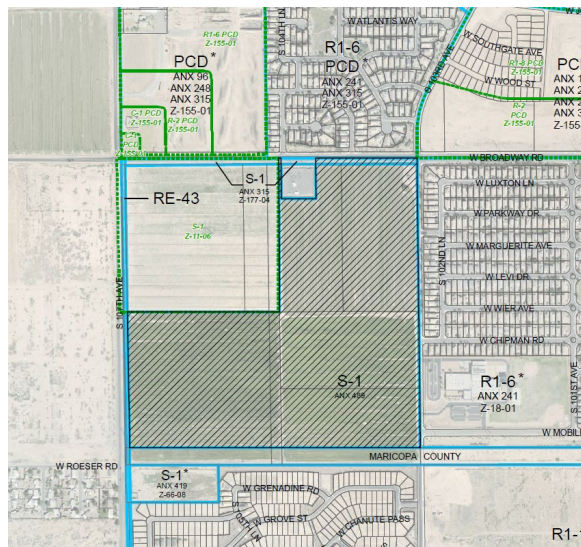
3. The subject site is comprised of several parcels and has street frontage on 103rd Avenue, 107th Avenue and Broadway Road. Access to the site is proposed with two entrances from 103rd Avenue, one entrance from 107th Avenue, and one entrance from Broadway Road.

## SURROUNDING USES AND ZONING

4. The subject site is agricultural land and currently zoned S-1 (Ranch or Farm Residence).

North of the subject site is an existing single-family residential subdivision zoned R1-6 PCD (Single-Family Residence, Planned Community District) and an SRP substation with County RU-43 zoning.

South of the subject site is a proposed single-family residential subdivision zoned R1-10 (Single-Family Residence) and a vacant property zoned S-1 (Ranch or Farm Residence). Additionally, there is a small strip of agricultural land that is under county jurisdiction with County RU-43 zoning.



Surrounding land uses – Source: Phoenix Planning and Development Department

East of the subject site is an existing single-family residential subdivision and an elementary school, zoned R1-6 (Single-Family Residence).

Northwest of the subject site is undeveloped agricultural land, zoned S-1. West across 107th Avenue is undeveloped land within the City of Avondale jurisdiction, zoned PAD (Planned Area Development).

## PROPOSAL

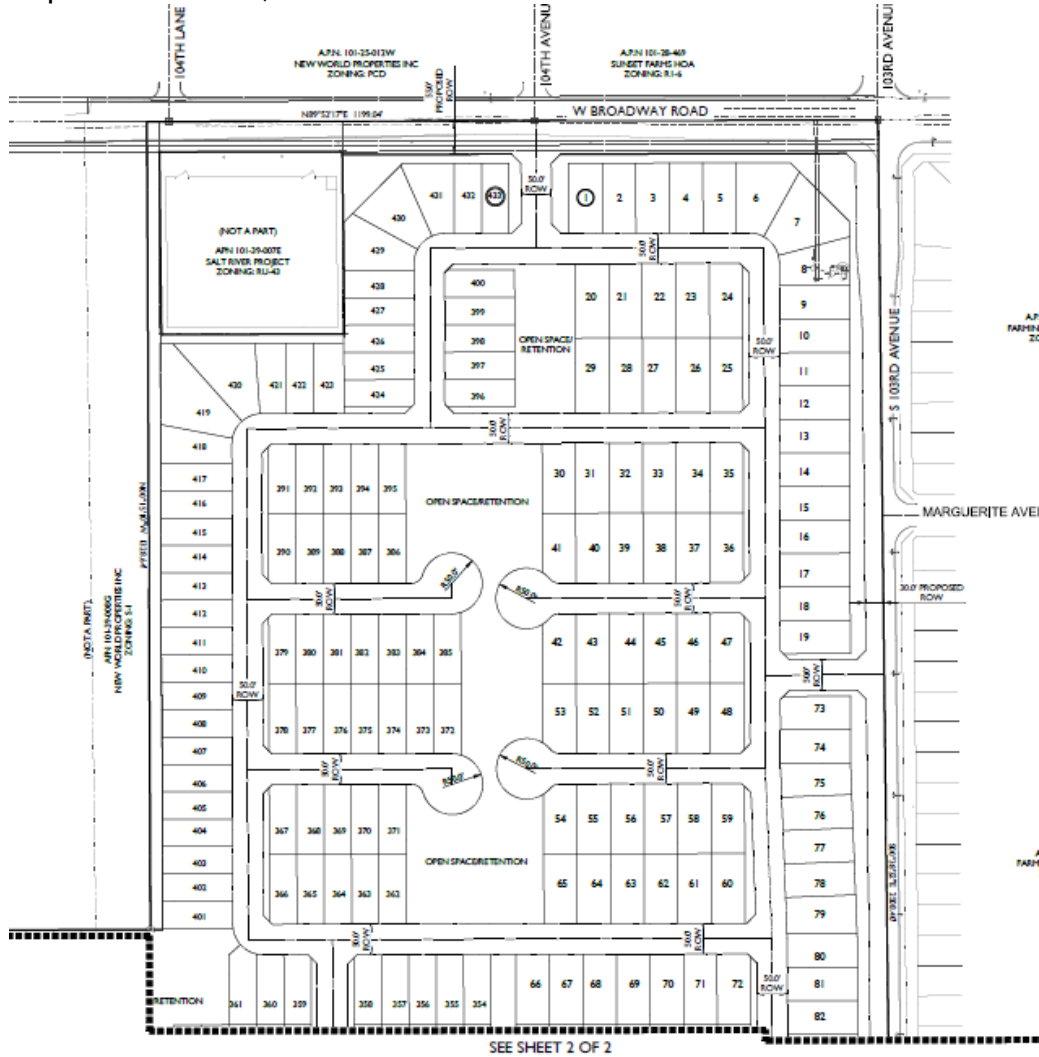
### 5. Conceptual Site Plan

The conceptual site plan proposes 433 single-family residential lots for a density of 4.23 dwelling units per gross acre. There are entrances to the development from 103rd Avenue, 107th Avenue, and Broadway Road. Proposed street dedications are addressed in Stipulation Nos. 5, 6 and 7.

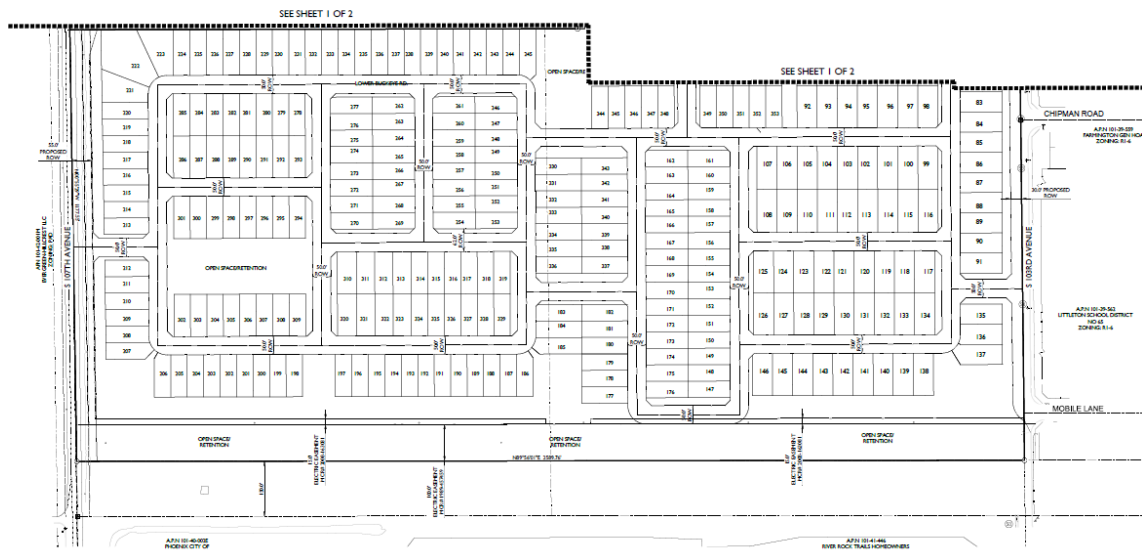
The proposed subdivision consists of a mix of 45-foot and 50-foot wide lots, 115-feet in depth. The proposed lot sizes are consistent in scale and character with the approved single-family residential developments in the surrounding area.

The conceptual site plan depicts extensive open space areas provided throughout the site. Staff has requested that this amount of open space carry through to final plans, and that the developer adhere to the Estrella Village

Arterial Landscaping Program as well as construct detached sidewalks with landscaping throughout the development. These items are addressed in Stipulation Nos. 1, 2 and 3.



North portion of site plan.  
Source: EPS Group, Inc



South portion of site plan.  
Source: EPS Group, Inc.

## 6. Elevations

No elevations were submitted as part of this rezoning request. This development will be subject to Single-Family Design Review which will take place during the plan-review process. The Single-Family Design Review process reviews proposed building elevations for qualities such as four-sided architecture, a diversity of exterior materials and finishes, and a sufficient variety of exterior elevations in order to promote visual interest throughout the development.

## STUDIES AND POLICIES

### 7. Tree and Shade Master Plan

The Tree and Shade Master Plan encourages treating the urban forest as infrastructure to ensure the trees are an integral part of the City's planning and development process. Sidewalks on the street frontages should be detached from the curbs to allow trees to be planted on both sides of the sidewalk to provide thermal comfort for pedestrians and to reduce the urban heat island effect. In accordance with this, staff stipulations require that all sidewalks within the development be detached, with a minimum five foot wide landscape strip located between the sidewalk and back of curb and minimum two-inch caliper shade trees planted a minimum of 20-feet on center, or equivalent groupings. This is addressed in Stipulation No. 2.

8. **Estrella Village Arterial Street Landscape Program**

The Estrella Village Arterial Street Landscape Program is intended to promote community character through the use of common trees and complementary landscaping located along public streets. The document specifies an appropriate landscape mix for arterial streets within the Estrella Village, including a plant palette to be used depending on the surrounding context. This is addressed in Stipulation No. 3.

9. **Reimagine Phoenix**

As part of the Reimagine Phoenix Initiative, the City of Phoenix is committed to increasing the waste diversion rate to 40 percent by 2020 and to better manage its solid waste resources. The provision of recycling containers was not addressed in the applicant's submittals; however, per City Code, the City provides recycling containers and services to all single-family residences.

10. **Complete Streets Guidelines**

Per the Complete Streets Guidelines, staff has stipulated that all sidewalks be detached with a minimum five-foot wide landscaped strip located between the sidewalk and back of curb, and shall include a minimum two inch caliper shade trees planted a minimum of 20 feet on center or equivalent groupings. This is addressed in Stipulation No. 2.

COMMUNITY INPUT SUMMARY

11. As of the writing of this report, staff has not received any correspondence regarding this proposed rezoning application.

INTERDEPARTMENTAL COMMENTS

12. The Street Transportation Department recommends stipulations requiring the developer to dedicate 55-feet of right-of-way for the south half of Broadway Road, 55-feet of right-of-way for the east half of 107th Avenue, and 30-feet of right-of-way for the west half of 103rd Avenue. Additionally, the developer shall construct all street improvements and ensure they comply with all ADA accessibility standards. The department has also stipulated the dedication of a 25-foot by 25-foot right of way triangle located at the intersection of 103rd Avenue and Broadway Road, as well the submission of a Developer Project Information Form for the MAG Transportation Improvement Program. These is addressed in Stipulation Nos. 5, 6, 7, 8, 9 and 10.
13. The Water Services Department indicated that the site has existing water and sewer mains within 103rd Avenue and Broadway Road that can potentially serve the development.



14. The Fire Prevention Department does not anticipate any problems associated with this rezone case, but shall require the site and/or buildings to comply with the Phoenix Fire Code. The water supply (GPM and PSI) is not known at this location, and additional water supply may be required to meet the required fire flow per the Phoenix Fire Code.
15. The Floodplain Management division of the Public Works Department has determined that this parcel is not in a Special Flood Hazard Area (SFHA), but is located in a Shaded Zone X, on panel 2170 M of the Flood Insurance Rate Maps (FIRM) dated November 04, 2015.
16. The Parks and Recreation Department has requested a 10-foot wide multi-use trail (MUT) located within a 30-foot wide multi-use trail easement (MUTE) as indicated in Section 429 of the City of Phoenix MAG Supplement, along the west side of 103rd Avenue. This is addressed in Stipulation No. 4.
17. The site is located in a larger area identified as being archaeologically sensitive. If further review by the City of Phoenix Archaeology Office determines the site and immediate area to be archaeologically sensitive, and if no previous archaeological projects have been conducted within this project area, it is recommended that archaeological Phase I data testing of this area be conducted. Phase II archaeological data recovery excavations may be necessary based upon the results of the testing. A qualified archaeologist must make this determination in consultation with the City of Phoenix Archaeologist. In the event archaeological materials are encountered during construction, all ground disturbing activities must cease within a 33-foot radius of the discovery and the City of Phoenix Archaeology Office must be notified immediately and allowed time to properly assess the materials. This is addressed in Stipulation Nos. 11, 12 and 13.

#### OTHER

18. The site is located within the Estrella South Impact Fee Area and development is subject to impact fees. Impact fee calculations are set so that each type of land use pays a fair share of the infrastructure required to support development in the city's growth areas. In addition, different areas have unique infrastructure requirements, so the cost of providing the same level of service in each area may vary. This results in different fees for different uses, as well as different fees for different impact fee areas.
19. Development and use of the site is subject to all applicable codes and ordinances. Zoning approval does not negate other ordinance requirements. Other formal actions such as, but not limited to, zoning adjustments and abandonments may be required.

## **Findings**

1. The request is not in conformance with the General Plan Land Use designation; however, the requested zoning district is consistent with the traditional lot housing type. Residential rezoning requests that do not change from one type of residential product to another do not require a General Plan Amendment.
2. The proposed development is appropriate at this location and is consistent with the scale and character of the existing zoning in the surrounding area.
3. The proposed shading and sidewalks are consistent with the goals outlined in the Tree and Shade Master Plan as well as the Complete Streets Guide.

## **Stipulations**

1. A minimum of 20% of the gross project area shall be retained as open space, as approved by the Planning and Development Department.
2. The developer shall provide detached sidewalks, with a minimum five-foot wide landscaped strip located between the sidewalk and back of curb, and shall include minimum 2-inch caliper shade trees planted a minimum 20 feet on center, or equivalent groupings, along both sides of the sidewalk, as approved by the Planning and Development Department.
3. The portion of Broadway Road adjacent to this development shall comply with the Estrella Village Arterial Landscaping Program, as approved by the Planning and Development Department.
4. The developer shall construct a 10-foot wide public multi-use trail (MUT) within a 30-foot wide multi-use trail easement (MUTE) as indicated in Section 429 of the City of Phoenix MAG Supplement, along the west side of 103rd Avenue, as approved by the Planning and Development Department.
5. Right-of-way totaling 55 feet shall be dedicated for the south half of Broadway Road, as approved by the Planning and Development Department.
6. Right-of-way totaling 30 feet shall be dedicated for the west half of 103rd Avenue. At the intersection of Broadway Road, 40 feet of right-of-way shall be dedicated for the west side of 103rd Avenue for 150 feet south of the intersection. A right-of-way taper shall be dedicated for 125 feet between the 40 foot and 30 foot dedications, as approved by the Planning and Development Department.

7. A 25-foot by 25-foot right-of-way triangle shall be dedicated at the southwest corner of 103rd Avenue and Broadway Road, as approved by the Planning and Development Department.
8. The developer shall construct all streets within and adjacent to the development with paving, curb, gutter, sidewalk, curb ramps, streetlight, median islands, landscaping and other incidentals as per plans approved by the Planning and Development Department. All improvements shall comply with all ADA accessibility standards.
9. The applicant shall complete and submit the Developer Project Information Form for the MAG Transportation Improvement Program to the Street Transportation Department prior to final site plan approval. This form is a requirement of the EPA to meet clean air quality requirements.
10. If determined necessary by the Phoenix Archaeology Office, the applicant shall conduct Phase I data testing and submit an archaeological survey report of the development area for review and approval by the City Archaeologist prior to clearing and grubbing, landscape salvage, and/or grading approval.
11. If Phase I data testing is required, and if, upon review of the results from Phase I data testing, the City Archaeologist, in consultation with a qualified archaeologist determines such data recovery excavations are necessary, the applicant shall conduct Phase II archaeological data recovery excavations.
12. In the event archaeological materials are encountered during construction, the developer shall immediately cease all ground-disturbing activities within a 33-foot radius of the discovery, notify the City Archaeologist, and allow time for the Archaeology Office to properly assess the materials.

**Writer**

Cody White

December 28, 2018

**Team Leader**

Samantha Keating

**Exhibits**

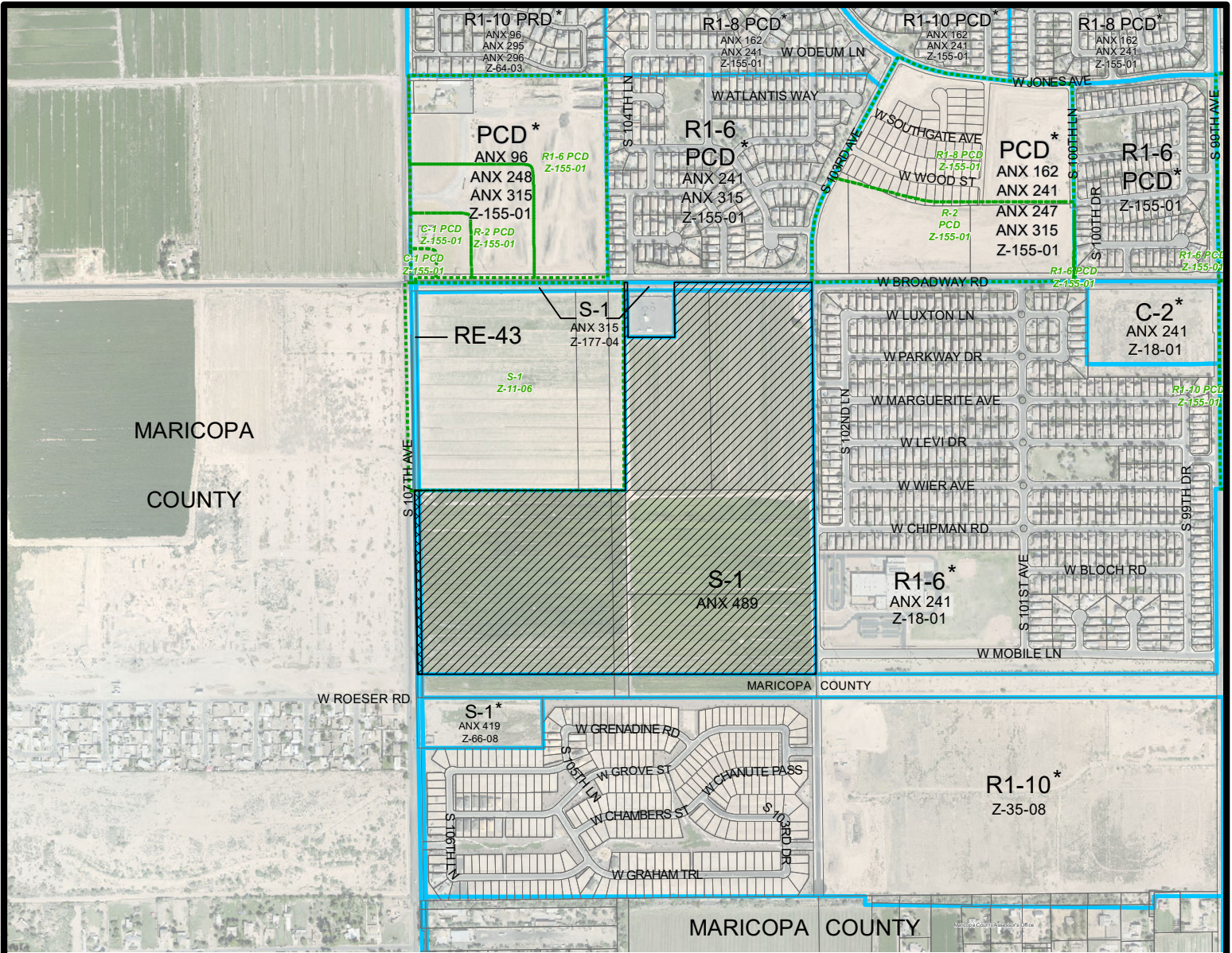
Zoning sketch

Aerial

Site plan date stamped October 8, 2018 (2 Pages)







Miles

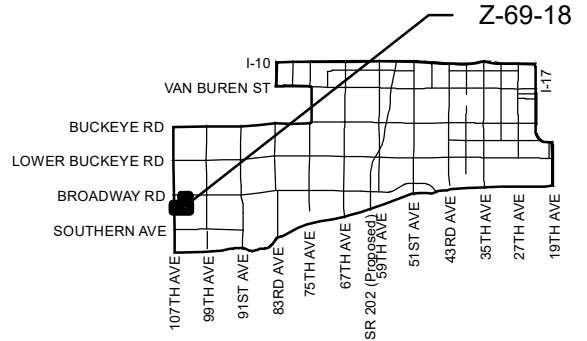
5.5 2.75 0 5.5

**ESTRELLA VILLAGE**

CITY COUNCIL DISTRICT: 7



**City of Phoenix**  
PLANNING AND DEVELOPMENT DEPARTMENT



APPLICANT'S NAME: **The Lead Group - LLC, Richard Jellies**

**REQUESTED CHANGE:**

FROM: **S-1 ( 102.44 a.c.)** [Hatched Box] **RE-43 ( 0.85 a.c.)** [Cross-hatched Box]

APPLICATION NO. **Z-69-18**

DATE: **12/18/2018**  
REVISION DATES:

GROSS AREA INCLUDING 1/2 STREET AND ALLEY DEDICATION IS APPROX.

**103.29 Acres**

AERIAL PHOTO & QUARTER SEC. NO.

**QS 4-3**

ZONING MAP

**E-2**

TO: **R1-8 ( 103.29 a.c.)**

**MULTIPLES PERMITTED**

**S-1, RE-43**

**R1-8**

**CONVENTIONAL OPTION**

**102, 0**

**444**

**\* UNITS P.R.D. OPTION**

**N/A, N/A**

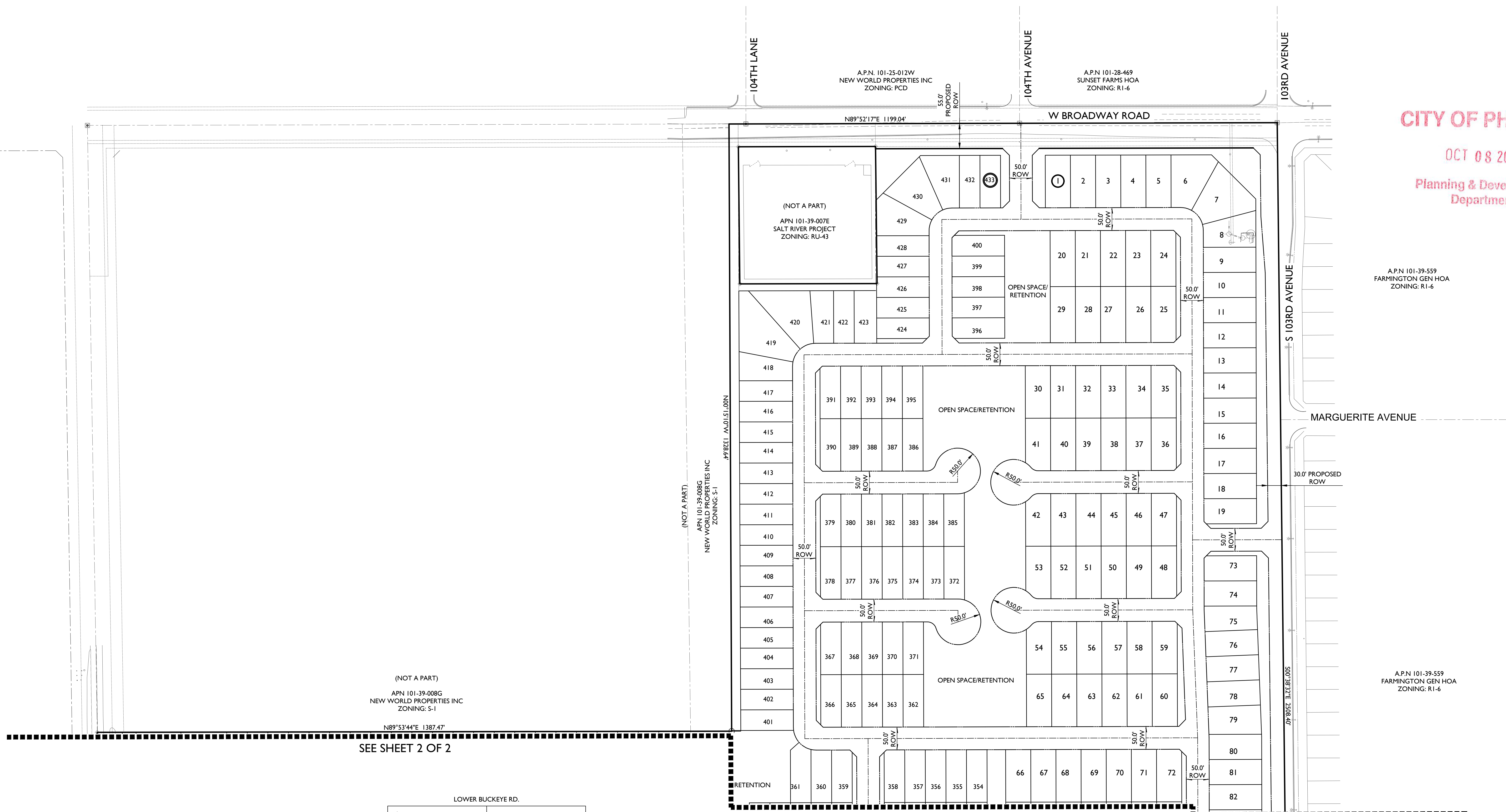
**568**

\* Maximum Units Allowed with P.R.D. Bonus



A.P.N 101-39-559  
FARMINGTON GEN HOA  
ZONING: RI-6

A.P.N 101-39-559  
FARMINGTON GEN HOA  
ZONING: RI-6

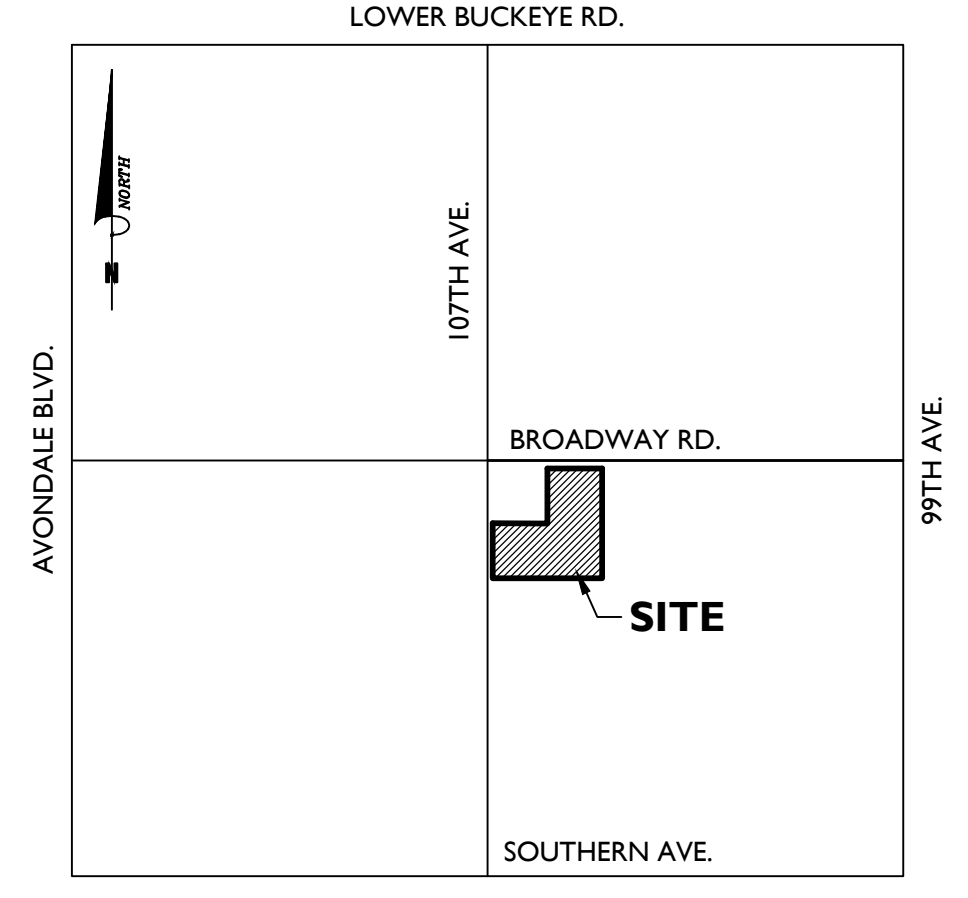


SEE SHEET 2 OF 2

SEE SHEET 2 OF 2

**PROJECT DESCRIPTION:**

EPS GROUP, ON BEHALF OF THE LEAD GROUP LLC, SUBMITS THIS PRELIMINARY SITE PLAN PRE-APPLICATION FOR AN APPROXIMATE 103 GROSS ACRES. THE HALE 103 PROPOSED SUBDIVISION CONSISTS OF 433 SINGLE FAMILY RESIDENTIAL LOTS WITH TWO LOT SIZES, 45' X 115' (A MINIMUM LOT SIZE OF 5,175 SQUARE FEET) AND 55' X 115' (A MINIMUM LOT SIZE OF 6,325 SQUARE FEET). THE GROSS DENSITY IS APPROXIMATELY 4.20 DWELLING UNITS PER ACRE. A CENTRAL COMMUNITY OPEN SPACE IS PROVIDED. PRIMARY ACCESS WILL BE FROM BROADWAY ROAD, SECONDARY ACCESS WILL BE PROVIDED FROM 107TH AVENUE, WITH TWO POINTS OF ACCESS FROM 103RD AVENUE. THE PROPOSED DEVELOPMENT WILL HAVE AN INTERNALLY LOOPED STREET SYSTEM WITH A LARGE OPEN SPACE IN THE CENTER AND ALONG THE SOUTHERN BOUNDARY



VICINITY MAP  
(NOT TO SCALE)

**PROJECT TEAM**

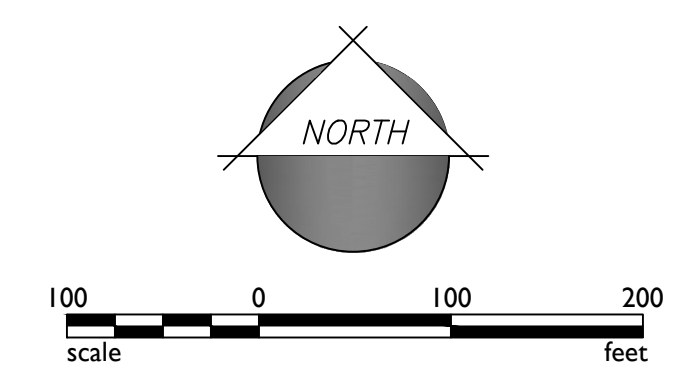
**DEVELOPER / OWNER:**  
THE LEAD GROUP LLC  
7201 E. CAMELBACK ROAD, SUITE 210  
SCOTTSDALE AZ 85251  
TEL: (480) 557-7771  
CONTACT: RICHARD JELLIES  
RJELLIES@CITYCITYCRE.COM

**PLANNER, ENGINEER:**  
EPS GROUP, INC.  
2045 S. VINEYARD, SUITE 101  
MESA, AZ 85210  
TEL: (480) 503-2250  
CONTACT: JOSH HANNON  
JOSH.HANNON@EPSGROUPINC.COM

**PROJECT INFORMATION**

**ASSESSOR PARCEL NUMBER:** 101-39-005D, 101-39-007C, 101-39-007D, 101-39-009B, 101-39-009E AND 101-39-009G  
**EXISTING GENERAL PLAN:** 2 - 3.5 TRADITIONAL LOT  
**EXISTING ZONING:** RU-43  
**PROPOSED ZONING:** RI-8 PRD (PRD DEVELOPMENT OPTION)  
**LOT SALES PROPOSED:** N

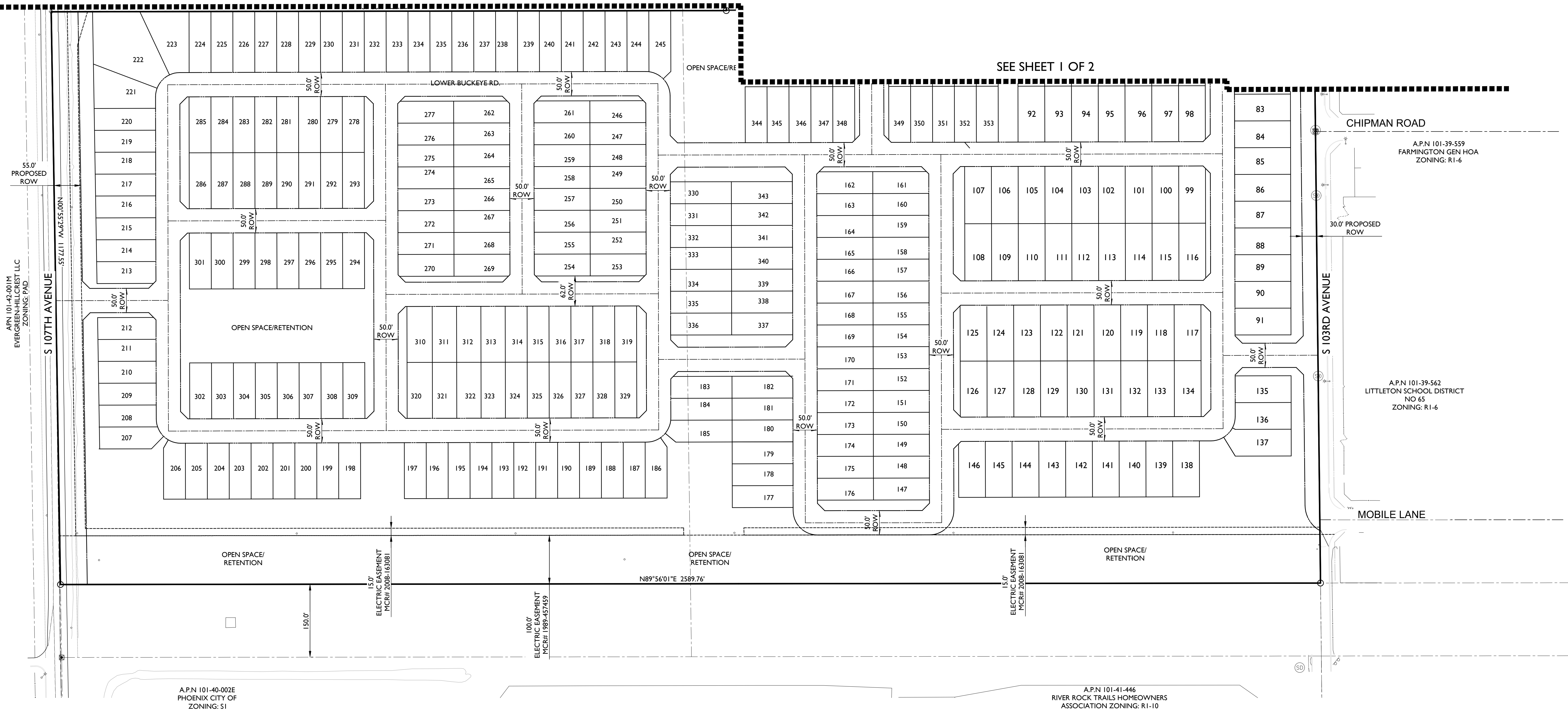
**GROSS AREA:** +/- 103 AC  
**LOT SIZE:** 55' X 115' (LOTS 1-146)  
**NO. OF LOTS:** 146  
**LOT SIZE:** 45' X 115' (LOTS 147-433)  
**NO. OF LOTS:** 287  
**TOTAL NO. OF LOTS:** 433  
**GROSS OPEN SPACE:** 21.95 AC (21.3% OF GROSS)  
**GROSS DENSITY:** 4.20 (DU/AC)





SEE SHEET 1 OF 2

SEE SHEET 1 OF 2



A.P.N 101-40-002E  
PHOENIX CITY OF  
ZONING: S1

A.P.N 101-41-446  
RIVER ROCK TRAILS HOMEOWNERS  
ASSOCIATION ZONING: R1-10

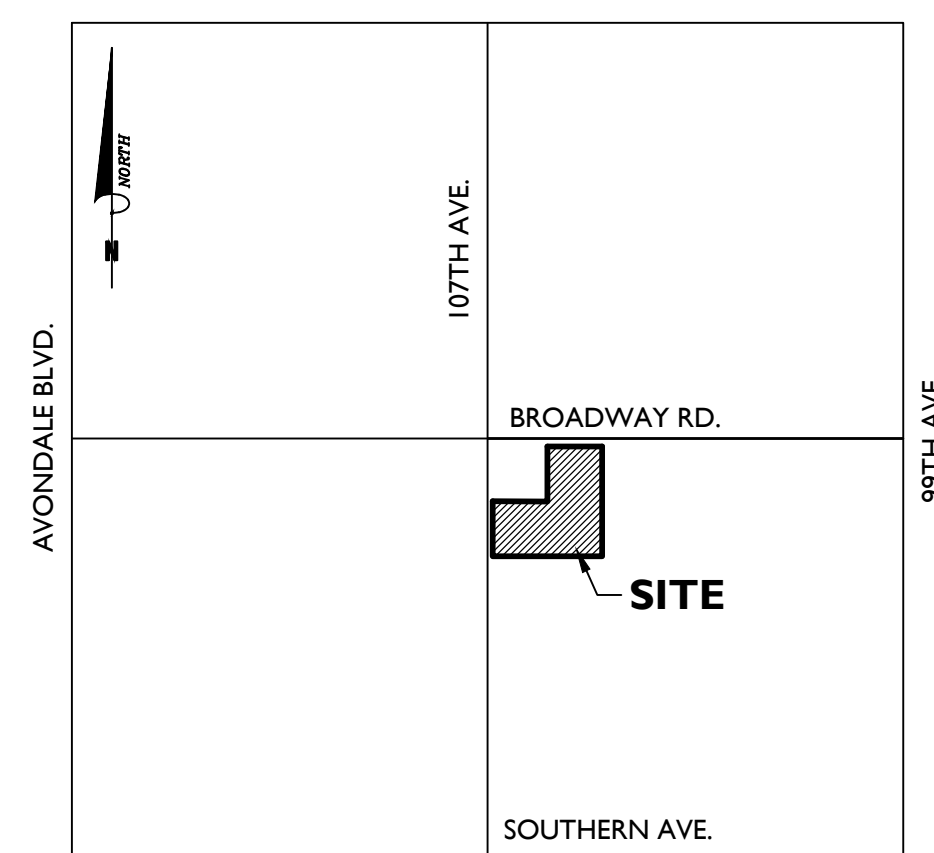
CITY OF PHOENIX

OCT 08 2018

Planning & Development  
Department

**PROJECT DESCRIPTION:**

EPS GROUP, ON BEHALF OF THE LEAD GROUP LLC, SUBMITS THIS PRELIMINARY SITE PLAN PRE-APPLICATION FOR AN APPROXIMATE 103 GROSS ACRES. THE HALE 103 PROPOSED SUBDIVISION CONSISTS OF 433 SINGLE FAMILY RESIDENTIAL LOTS WITH TWO LOT SIZES, 45' X 115' (A MINIMUM LOT SIZE OF 5,175 SQUARE FEET) AND 55' X 115' (A MINIMUM LOT SIZE OF 6,325 SQUARE FEET). THE GROSS DENSITY IS APPROXIMATELY 4.20 DWELLING UNITS PER ACRE. A CENTRAL COMMUNITY OPEN SPACE IS PROVIDED. PRIMARY ACCESS WILL BE FROM BROADWAY ROAD, SECONDARY ACCESS WILL BE PROVIDED FROM 107TH AVENUE, WITH TWO POINTS OF ACCESS FROM 103RD AVENUE. THE PROPOSED DEVELOPMENT WILL HAVE AN INTERNALLY LOOPED STREET SYSTEM WITH A LARGE OPEN SPACE IN THE CENTER AND ALONG THE SOUTHERN BOUNDARY.



VICINITY MAP  
(NOT TO SCALE)

**PROJECT TEAM**

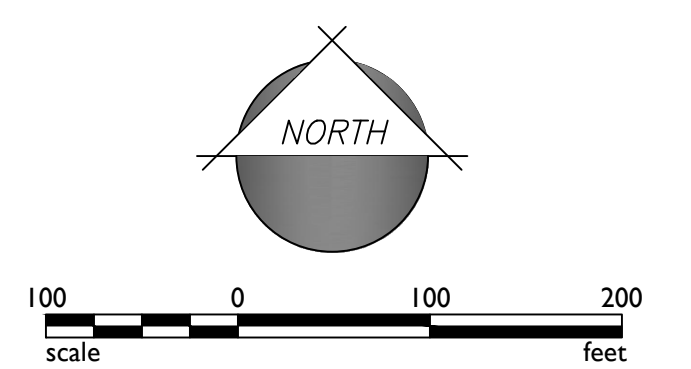
**DEVELOPER / OWNER:**  
THE LEAD GROUP LLC  
7201 E. CAMELBACK ROAD, SUITE 210  
SCOTTSDALE AZ 85251  
TEL: (480) 557-7771  
CONTACT: RICHARD JELLIES  
RJELLIES@CITYCITYCRE.COM

**PLANNER, ENGINEER:**  
EPS GROUP, INC.  
2045 S. VINEYARD, SUITE 101  
MESA, AZ 85210  
TEL: (480) 503-2250  
CONTACT: JOSH HANNON  
JOSH.HANNON@EPSGROUPINC.COM

**PROJECT INFORMATION**

ASSESSOR PARCEL NUMBER: 101-39-005D, 101-39-007C, 101-39-007D, 101-39-009B, 101-39-009E AND 101-39-009G  
EXISTING GENERAL PLAN: 2 - 3.5 TRADITIONAL LOT  
EXISTING ZONING: RU-43  
PROPOSED ZONING: RI-8 PRD (PRD DEVELOPMENT OPTION)  
LOT SALES PROPOSED: N

GROSS AREA: +/- 103 AC  
LOT SIZE: 55' X 115' (LOTS 1-146)  
NO. OF LOTS: 146  
LOT SIZE: 45' X 115' (LOTS 147-433)  
NO. OF LOTS: 287  
TOTAL NO. OF LOTS: 433  
GROSS OPEN SPACE: 21.95 AC (21.3% OF GROSS)  
GROSS DENSITY: 4.20 (DU/AC)



Hale 103

Phoenix, Arizona

REZONE SITE PLAN

SHEET 2 OF 2  
OCTOBER 03, 2017

